

pg 12

Youth Concerns - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
Part 2 4:30  
March 23, 1:19pm, 2:19pm  
March 24, 4:19pm, 5:19pm  
March 27, 6:19pm, 7:19pm  
March 29, 1:19pm, 2:19pm  
March 30, 12:19pm, 1:19pm

In this two part series, Ladana Clark A K A "Lady Jam" explains how positive rap music can influence young people, to stay in school and stay away from drugs. Through rap music, she demonstrates how issues such as AIDS, DRUGS, EDUCATION and peer pressure can be addressed so that teens receive the positive and proper information.

Part 1 4:30  
Part 2 4:30  
March 17, 11:19am, 12:19pm  
March 19, 3:19pm, 4:19pm  
March 20, 4:19pm, 5:19pm  
March 22, 2:19pm, 3:19pm  
March 23, 3:19pm, 4:19pm  
March 25, 7:19pm  
March 27, 1:19pm, 2:19pm  
March 29, 11:19am, 12:19pm  
March 31, 4:19pm, 5:19pm

In this two part series, Helen Jansen of Midwest singles talks about the effects of divorce on children. Symptoms such as significant change in attitude/personality, aggressive behavior acting out etc. sometime can be traced to the divorce. "The Mended Sheep" program helps parents/caregivers understand the behaviors and talk to the child so they understand, "it's not their fault that mommy or daddy is gone".

pg 13

Youth Concerns - PSA

Descriptions

:60

Covenant House sponsors this campaign aimed to help runaway teens re-unite with their families. During the period January 1 - March 31, 1991 this PSA ran daily at 1:55pm, 3:57pm, 4:48pm, 7:48pm, 9:55pm, 10:55pm, 11:57pm.

:30

United Way sponsors this campaign showing how young kids can be turned around from trouble by providing them with positive role models and activities. During the period January 1 - March 31, 1991 this PSA ran daily at 6:57am, 8:57am, 1:48pm, 7:55pm, 8:48pm, 10:55pm.

:60

Boys Town uses a variety of national spokesmen that explain the areas of personal growth and development young people are provided. During the period January 1 - March 31, 1991 this PSA ran daily at 12:57pm, 1:55pm, 4:55pm, 5:48pm, 6:57pm, 9:48pm, 11:57pm.

pg 14

Health - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30

February 1. 8:19pm  
February 2. 10:19am  
February 3. 8:19pm  
February 4. 10:19am  
February 5. 8:19pm  
February 6. 10:19am  
February 7. 8:19pm  
February 8. 10:19am  
February 9. 8:19pm  
February 10. 10:19am  
February 11. 8:19pm  
February 12. 10:19am  
February 13. 8:19pm  
February 14. 10:19am

In this segment, Louise Lyles community health nurse from Healthcare for the Homeless Coalition discusses the need for increased health care services for the indigent population. She explains the complexities of providing health care to people that have fallen through the cracks and don't trust anyone in the system.

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Health - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30	In this two part series, Virgil
Part 2 4:30	Grandberry, crisis intervention
February 18, 8:19pm, 9:19pm	specialist for the St. Louis Metro
February 19, 10:19am, 11:19am	Aids Program explains how the AIDS
February 20, 8:19pm, 9:19pm	crisis is increasing in the black
February 21, 10:19am,	community and details some
11:19am, 2:19pm	grassroots strategies that are
February 22, 8:19am, 9:19am	needed to combat the problem

Health - In Your Interest  
Duration/Dates/Times

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
Part 4 4:30  
Part 5 4:30  
January 9, 6:19am, 7:19am,  
8:19am, 9:19am, 10:19am  
January 10, 6:19pm, 7:19pm,  
8:19pm, 9:19pm, 10:19pm  
January 11, 2:19pm, 3:19pm,  
4:19pm, 5:19pm, 6:19pm  
January 12, 7:19pm, 8:19pm,  
9:19pm, 10:19pm, 11:19pm  
January 13, 7:19am, 8:19am  
9:19am, 10:19am, 11:19am  
January 14, 2:19pm, 3:19pm,  
4:19pm, 5:19pm, 6:19pm  
January 19, 2:15am, 3:19am,,  
4:19am, 5:19am  
January 20, 3:19pm, 4:19pm,  
5:19pm, 6:19pm, 7:19pm  
January 21, 3:19pm, 4:19pm,  
5:19pm, 6:19pm, 7:19pm  
January 24, 11:19am, 12:19pm,  
1:19pm, 2:19pm, 3:19pm  
January 25, 4:19am, 5:19am,  
6:19am, 7:19am, 8:19am  
January 29, 3:19pm, 4:19pm,  
5:19pm, 6:19pm, 7:19pm  
February 8, 7:19pm, 8:19pm,  
9:19pm, 10:19pm  
February 12, 12:19am, 1:19am,  
2:19am, 3:19am, 4:19am

Descriptions

In this five part series, the featured guest were Dr. Shirley Taylor, Ed. D., along with Judy Weedman - Executive Director and Charlie Fuhro - Secretary/Treasurer of the Association for Sex Addiction. The program focused on the various reasons people become sexually addicted. It's linkage to drug or alcohol abuse, the destruction between singles and married people and treatment services to reduce the desire, are a few the aspects which were discussed on the program.

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Health - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
Part 4 4:30  
March 5, 4:19pm, 5:19pm,  
6:19pm, 7:19pm  
March 6, 2:19pm, 3:19pm,  
5:19pm  
March 7, 4:19pm, 5:19pm.

In this four part series, Susan L. Magnotti, marketing director and Deirdre Schweiss pediatric clinical nurse specialist of Visiting Nurses Association discuss VNA's health focus on children with its prevention health program. Ms. Schweiss further explained some basic health care procedures for

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Youth Concerns - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
Part 2 4:30  
Part 3 4:40  
Part 4 4:30  
Part 5 4:30  
January 27. 5:19pm, 6:19pm,  
7:19pm  
January 28. 9:19pm, 10:19pm,  
11:19pm  
January 30. 11:19am, 12:19pm,  
1:19pm  
January 31. 6:19am, 7:19am  
8:19am  
February 1. 9:19pm, 10:19pm,  
11:19pm  
February 2. 11:19am, 12:19pm,  
1:19pm  
February 3. 4:19pm, 5:19pm,  
6:19pm  
February 4. 7:19am, 8:19am,  
9:19am  
February 5. 1:19pm, 2:19pm,  
3:19pm  
February 6. 7:19am, 8:19am,  
9:19am  
February 7. 9:19pm, 10:19pm,  
11:19pm  
February 9. 7:19am, 8:19am,  
9:19am

In this five part series, Dr.  
Milton Fujita discusses the  
misconceptions and misdiagnosis  
attributed to children with  
learning disorders, and how through  
early detection strategies can be  
developed to minimize the effects  
of the disorders.

pg 19

Health - PSA

Descriptions

:30

American Cancer Society

This group of announcements explains the dangers of getting cancer associated with passive smoke. During the period of January 1 - March 31, 1991, this PSA ran daily at 4:53am, 6:53am, 11:54am, 2:56pm, 5:57pm, 9:55pm, 10:57pm.

:30

Arthritis Foundation

This series of announcements with Harry Morgan as national spokesman, gives simple self-help techniques that enable the arthritis sufferer to enjoy life with less pain. This PSA ran January 1 - March 31, 1991 at 3:55am, 4:53am, 10:55am, 7:56pm, 8:55pm, 9:55pm, 11:57pm.

:30

Church of Jesus Christ of Latter Day Saints (Mormons)

The "teen depression" campaign showed various lifestyle stages that cause stress in teens. It gives warning signs of depression to parents. During the period January 1 - March 31, 1991 this PSA ran daily at 1:57am, 5:56am, 6:57am, 11:57am 12:55pm, 2:56pm, 3:57pm.



pg 20

Health - PSA

:30

Descriptions

Childhood Asthma

The Will Rogers Institute campaign help parents of children with asthma learn lifestyle management techniques. During the period of January 1 - March 31, 1991 this PSA ran daily at 2:55am, 4:57am, 5:48am, 10:55am, 1:57pm, 2:55pm, 6:57pm.

:30

Colon Cancer

The Will Rogers Institute campaign

pg 21

Culture - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30	In this two part series, author
Part 2 4:30	Shelly Garrett and actress Kim
February 15, 7:19pm, 8:19pm	Whitley talk about "Beauty Shop",
February 16, 11:20am, 12:20pm	and how they are bringing black
February 17, 7:19am, 8:19am,	theatre to a wide audience.
2:19pm, 3:19pm	
Part 1 4:30	In this two part series, Ann Julian
Part 2 4:30	artistic director of River faces
February 9, 1:19pm, 2:19pm	discusses the benefits to children
February 10, 4:19pm, 5:19pm	education through arts, music,
February 11, 10:19am, 11:20am	literature and dance education.
February 12, 2:19pm, 3:20pm	She discusses the benefits of
February 13, 7:20am, 8:19am	creativity and expression to
March 6, 12:20pm, 1:20pm	children. She also explains how
March 8, 5:19pm, 6:19pm	the various arts in education
	groups are working to bring diverse
	artistic instruction to school
	children throughout the bi-state
	area.

pg 22

Culture - In Your Interest  
Duration/Dates/Times

Part 1 4:30  
Part 2 4:30  
March 17, 8:19am, 9:19am  
March 18, 6:19am, 7:19am  
March 19, 8:19pm, 9:19pm  
March 20, 6:19pm, 7:19pm  
March 21, 10:19pm, 11:20pm  
March 22, 12:19pm, 1:19pm  
March 23, 11:19am, 12:19pm  
March 24, 2:19pm, 3:19pm

Descriptions

In this two part series, cast members from the gospel musical "God Is Trying To Tell You Something" discuss the role blacks have played in the foundation of america. This play looks at contributions of blacks from before slavery to the current time. Cast members John Bennett, Betty Jean Stanton and Michael Johnson tell about their respective characters and how they relate to the history of black people.

pg 23

Community - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
February 1, 10:19am  
February 2, 8:19pm  
February 9, 10:20am  
February 12, 8:19pm  
February 13, 8:19pm  
February 14, 8:20pm  
February 18, 10:19am

In this segment, Rev Wyatt Greenly, Jr., discusses his community outreach ministry aimed at high school and college students. As a method to deter moral decline, Rev. Greenly along with Inner City Harvest are providing neighborhoods work shops on teen pregnancy prevention, drug abuse/AIDS awareness and prevention.

Part 1 4:30  
February 1, 8:19pm  
February 2, 10:19am  
February 1, 8:20pm

In this segment, Samantha Kendall program manager, St. Louis Job Corp/Women In Community Services,

Community - In Your Interest  
Duration/Dates/Times

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
February 17, 11:19am,  
12:20pm, 1:20pm  
February 18, 11:19am,  
12:20pm, 1:20pm  
February 19, 5:19pm,  
6:19pm, 7:20pm  
February 21, 12:20pm,  
1:20pm, 2:20pm  
February 22, 5:19pm,  
6:19pm, 7:20pm  
February 23, 1:19pm,  
2:20pm, 3:20pm  
February 24, 7:19am,  
8:19am, 9:19am  
February 25, 3:19pm,  
4:19pm, 5:19pm  
February 26, 9:19pm,  
10:19pm, 11:19pm  
March 3, 3:19am,  
4:19am, 5:19am  
March 6, 7:19am,  
8:19am, 9:19am

Descriptions

In this three part series, Marie Bone and Anne Watts coordinators for the United Way Population research project were the featured guests. The program focused on the key trends related to population growth in the St. Louis metro area over the next decade. The discussion provided an overview of key factors such as increase of social problems, average age off population will be older more care for elderly will become a priority, and others. One important result of this interview is knowing what preparation is necessary to face the change coming in St. Louis.

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Government - In Your Interest  
Duration/Dates/Times

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
February 3, 9:19pm, 10:19pm,  
11:19pm  
February 4, 12:19pm, 1:19pm,  
2:20pm  
February 5, 9:19pm, 10:19pm,  
11:19pm  
February 6, 6:19pm, 7:19pm,  
8:19pm  
February 7, 7:19am, 8:19am,  
9:20am  
February 8, 1:19pm, 2:19pm,  
3:19pm  
February 11, 5:19pm, 6:19pm,  
7:19pm  
February 13, 11:19am, 12:20pm,  
1:20pm  
February 15, 11:19am, 12:20pm,  
1:20pm

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
Part 4 4:30  
March 28, 12:19pm, 1:19pm,  
2:19pm, 3:19pm  
March 4:19pm, 5:19pm,  
6:19pm, 7:19pm  
March 30, 4:19pm, 5:19pm  
6:19pm, 7:19pm  
March 31, 11:19am, 12:19pm,  
1:19pm, 2:19pm

Descriptions

In this three part series, IRS public information specialist Nova Felton explains changes in the tax laws, forms deductions and other filing information surrounding the 1991 tax season.

In this four part series, Eddie Davis, Paula Smith, Bill Purdy and Robyn Stewart candidates for the St. Louis city school board discuss their plans to regain control of the school system from the current court ordered desegregation, better fiscal management, improve neighborhood schools improve quality of teachers, and provide choice in education for parents in St. Louis.

pg 26

Government - PSA

Descriptions

:30

The Department of Interior sponsors "The War Against Drugs on Federal Lands" campaign that explains law enforcement agents are authorized to prevent drug use on public lands. During the period January 1 - March 31, 1991 the PSA ran daily at 2:57am, 5:55am, 8:48am, 11:55am, 1:57pm, 8:57pm, 10:57pm.

:60

The United States Air Force sponsors this campaign designed to show how it protects U.S. citizens during war and peace times. During the period of January 1 - March 31, 1991 this PSA ran daily at the hours of 9:48am, 11:55am, 12:57pm, 2:48pm, 5:55pm, 7:48pm, 9:48pm.

:30

The United States Marine Corp sponsors the campaign describing the similarities between a good sword and the qualifications for a "few good men". During the period of January 1 - March 31, 1991 this PSA ran daily at 12:55am, 2:56am, 1:57pm, 2:55pm, 5:56pm, 7:56pm, 9:55pm.

pg 27

Handicapped - In Your Interest  
Duration/Dates/Times

Part 1 4:30  
Part 2 4:30  
March 1, 8:19am, 9:19am  
March 2, 6:19pm, 7:19pm  
March 3, 2:19pm, 3:19pm  
March 4, 1:19pm, 2:19pm  
March 8, 10:19pm, 11:19pm  
March 9, 11:19am, 12:20pm  
March 10, 3:19pm, 4:19pm  
March 11, 2:19pm, 3:19pm  
March 13, 7:19am, 8:19am  
March 14, 10:19pm, 11:19pm  
March 16, 8:19am, 9:19am  
March 19, 11:19am, 12:19pm

Descriptions

In this two part series,  
Elayne Davis coordinator of  
Project Casefind discusses the  
variety of educational, home  
health, and respite services  
available to residents in the  
St. Louis area providing care  
to the developmentally  
disabled.



pg 28

Handicapped - PSA

Descriptions

:30

The Epilepsy Foundation campaign explains myths vs. facts relating to epilepsy and that this disease can be effectively managed. During the period of January 1 - March 31, 1991 this PSA ran daily at 3:55am, 4:57am, 7:48am, 10:55am 2:48pm, 5:48pm, 8:55pm.

pg 29

Family - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
January 1, 9:19am,  
20:19am, 11:19am  
January 2, 12:19pm,  
1:19pm, 2:19pm  
January 3, 6:19pm,  
7:19pm, 8:19pm  
January 5, 1:19pm,  
2:19pm, 3:19pm  
January 6, 6:19pm,  
7:19pm, 8:19pm  
January 11, 7:19am,  
8:19am, 9:19am  
January 12, 3:19am  
4:19am, 5:19am

In this three part series, Gibb Henderson, a psychologist from St. Louis University provided some perspective concerning contemporary marriages trends. The program provided details about the differences between dating and being married. Apparently, there is a major adjustment to be made once a couple is married. Some of the factors are selfish desires, sharing more, communication the same as when single, and making basic sacrifices now that they are married. The program focused on the serious aspects of making adjustments from single to

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Family - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
January 1, 5:19pm, 6:19pm, 7:19pm  
January 2, 6:19pm, 7:19pm, 8:19pm  
January 3, 3:19pm, 4:19pm, 5:19pm  
January 5, 10:19am, 11:19am,  
12:19pm  
January 6, 9:19pm, 10:19pm,  
11:19pm  
January 11, 4:19am, 5:19am,  
6:19am  
January 12, 12:19am, 1:19am,  
2:19am  
January 13, 9:19pm, 10:19pm,  
11:19pm  
January 16, 7:19am, 8:19am,  
9:19am

In this three part series, Don Thuss-Co-Director of Lutheran Family Services was the featured guest. The program illustrated the general services provided to families with problems related to marriage breakdowns. Mr. Thuss explained the programs providing services for marriage breakdowns, fees, scheduling and special programs.

Family - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
January 26, 5:19pm, 6:19pm,  
7:19pm  
January 27, 9:19pm, 10:19pm  
11:19pm  
January 28, 2:19pm, 3:19pm,  
4:19pm  
January 30, 2:19pm, 3:19pm,  
4:19pm  
February 1, 11:19am, 12:19pm,  
1:19pm  
February 2, 9:19pm, 10:19pm,  
11:19pm  
February 3, 7:19am, 8:17am,  
9:17am  
February 4, 3:19pm, 4:19pm,  
5:19pm  
February 5, 10:19am, 11:19am,  
12:19pm  
February 6, 3:19pm, 4:19pm,  
5:19pm  
February 7, 6:19pm, 7:19pm,  
8:19pm  
February 8, 4:19pm, 5:19pm,  
6:19pm  
February 10, 12:19am, 1:19am,  
2:19am

In this three part series, Gil Furman director of a video dating service known as Great Expectations was the program's featured guest. The discussion provided an overview of the key factors of living a single lifestyle. The program provided special details on the services, activities and cost for Great Expectation program.

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Family - In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

March 5, 2:19pm, 3:19pm

March 6, 6:19pm, 7:19pm

March 8, 6:19pm, 7:19pm

March 9, 2:19pm, 3:19pm

March 10, 11:19am, 12:19pm

March 13, 2:19pm, 3:19pm

March 15, 8:19am, 9:19am

March 16, 10:19pm, 11:19pm

In this two part series, Paula Kelly of the Red Cross-Manager of Family Assistance and Maxine Hepper also of Red Cross discuss the emotional support groups and financial assistance available to families with family members serving in Operation Desert Storm.

pg 22

Family - PSA

:30

#### Descriptions

The National Court Appointed Special Advocates sponsored this series of announcements seeking equitable court treatment of abused and neglected children in custody cases. During the period of January 1 - March 31, 1991 this PSA ran daily at 7:57am, 8:57am, 1:55pm, 6:57pm, 7:55pm, 9:48pm, 10:48pm.

pg 24

Environment      In Your Interest  
Duration/Dates/Times

Descriptions

Part 1 4:30  
Part 2 4:30  
Part 3 4:30  
February 21, 3:19pm, 4:19pm  
February 23, 7:19am, 8:19am  
February 24, 3:19pm, 4:19pm  
February 25, 6:19pm, 7:19pm  
February 27, 8:19am, 9:19am  
March 1, 10:19am, 11:19am  
March 4, 3:19pm, 4:19pm  
March 5, 8:19am, 9:19am  
March 6, 10:19pm, 11:19pm  
March 7, 2:19pm, 3:19pm  
March 9, 6:19pm, 7:19pm  
March 10, 5:19am, 6:19am  
March 12, 11:19am, 12:19pm  
March 14, 8:19am, 9:19am

In this three part series, Gateway to Gardening Board of Directors President, Kitty Hoblitzelle and Master Gardener Jill Schroder discuss the environmental benefits of gardening. They detail how-to-tips on chemical free weeding, composting and also give gardening/planting tips.

pg 35

Environmental - PSA

Descriptions

:30

This Dept. of Conservation series of announcements explains the newly developed program that will enable commercial fisherman to help keep the waters free of plastic wastes. During the period January 1 - March 31, 1991 this PSA ran daily at 3:55am, 4:57am, 10:55am, 1:57pm, 4:55pm, 8:57pm, 11:55pm.

:30

The National Arbor Day Foundation sponsors a series of announcements designed to help home owners understand the relationship between well cared for trees and air quality. During the period January 1 - March 31, 1991 this PSA ran daily at 8:57am, 10:55am, 1:48pm, 3:48pm, 4:55pm, 6:48pm, 8:48pm.

:30

The Ad Council sponsored the "Protect your Public Lands" campaign. This series of announcements highlight the importance of land preservation. During the period of January 1 - March 31, 1991 this PSA ran daily at 12:57pm, 2:55pm, 4:48pm, 5:55pm, 7:48pm, 8:57pm, 9:48pm.



pg 36

Employment - In Your Interest

Descriptions